

MEMORANDUM

DATE March 26, 2019

TO Consultant for the Main Street Management Plan

CC Staff Steering Committee, Stakeholder Working Group

FROM Alyssa Bettinger, Associate Planner, TRPA

SUBJECT Existing Conditions Maps & Data

Summary

The Main Street Management Plan (MSMP) corridor serves as one of the primary commercial, recreational and entertainment hubs for visitors and residents alike in South Lake Tahoe. The purpose of this document is to provide information on the existing conditions of the Main Street corridor that should be considered when developing and analyzing alternatives.

Included in the document is a policy reference of existing planning documents and maps showing land use, transportation, and wayfinding characteristics for the MSMP corridor. This document will be revised throughout the process as more information and data becomes available.



Image 1: View of Heavenly Village Gondola looking Southeast

Policy Reference

Staff conducted a literature and policy review using existing planning documents that relate to the experience of visitors and residents within the planning area. These documents include the 2012 Regional Plan, the Regional Transportation Plan, the South Shore Area Plan, and the Tourist Core Area Plan¹. Using these documents as a framework, the key goals and policies that can be used to establish preliminary Main Street Management Plan selection or design criteria were compiled. The selection or design criteria will be used to evaluate alternatives to the current system and will be further developed with stakeholder input.

Category	Key Goals & Policies Established in the Regional Plan, Regional Transportation Plan, South Shore Area Plan, and Tourist Core Area Plan
Transportation	<ul style="list-style-type: none">• Create a low speed Main Street, provide increased sidewalk width and frequent pedestrian crossings throughout the corridor when Highway 50 is rerouted.• Encourage multi-modal transportation by providing efficient transit, pedestrian and bicycle infrastructure, and parking management strategies• Increase safety and traffic circulation by designing corridors with limited new access points and better utilizing existing access points• Design projects to maximize visibility at vehicular, bicycle, and pedestrian conflict points• Consider the increased vulnerability and risk to transportation infrastructure due to the variable climate of Lake Tahoe• Require major commercial interests providing gaming, recreational activities, or excursion services to provide or participate in shuttle service• Prioritize constructing pedestrian and bicycle facilities that increase connectivity of the whole network
Community Design	<ul style="list-style-type: none">• Accomplish urban place making through the creation of interesting gathering places• Provide continuous frontage of retail, dining, entertainment, and guest service uses throughout the MSMP corridor

¹ The Main Street Management Plan boundary falls within the Tourist Core Area Plan in California, and the South Shore Area Plan in Nevada, as shown in Figure 1, Main Street Management Plan Planning Boundary.

Category	Key Goals & Policies Established in the Regional Plan, Regional Transportation Plan, South Shore Area Plan, and Tourist Core Area Plan
Environment	<ul style="list-style-type: none"> • Use native vegetation to screen parking, alleviate long strips of parking space and accommodate stormwater runoff where feasible • Encourage landscape restoration projects that replace existing coverage
Economy	<ul style="list-style-type: none"> • Revitalize and remodel ground level areas of casinos and resorts for retail use amenities, accommodations, and hotel uses • Prioritize redevelopment and new economic investment focusing on upgrades and raising the quality of accommodations • Establish South Lake as a year-round, world-class destination by encouraging flexibility for year-round event and meeting space and visitor center • Provide connectivity from the MSMP corridor to the lake and surrounding recreation
Equity	<ul style="list-style-type: none"> • Improve the mobility of the elderly, handicapped, low-income, minority and traditionally under-represented and under-served populations, and other transit-dependent groups

Preliminary Selection/Design Criteria

Community Design: Accomplish urban place making by creating animated gathering spaces and encouraging outdoor dining, retail, and other services.

Transportation: Develop the MSMP corridor as a complete street network that allows for multiple uses including transit, autos, bikes, and pedestrians.

Environment: Encourage the conversion of impervious surface throughout the corridor to green space. Use natural vegetation wherever possible.

Economy: Enhance economic vitality throughout the MSMP corridor with economic opportunities for local businesses and efficiently connect people to jobs, goods, services, and the surrounding communities.

Equity: Improve access to jobs, services, and recreational opportunities throughout the MSMP corridor for all residents, workers, and visitors, regardless of age, race, income, national origin, or physical ability.

Figure 1. Main Street Management Plan Boundary

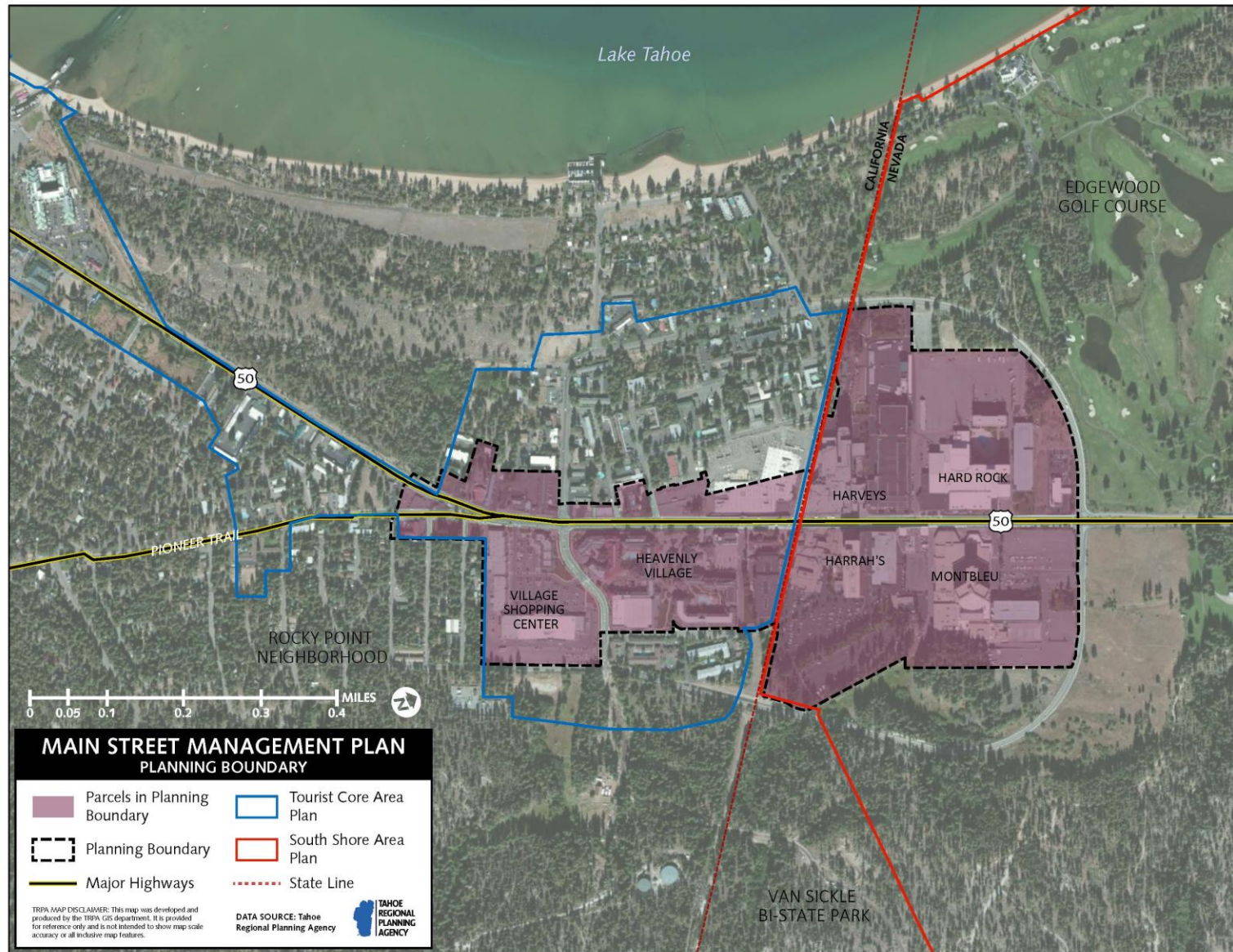
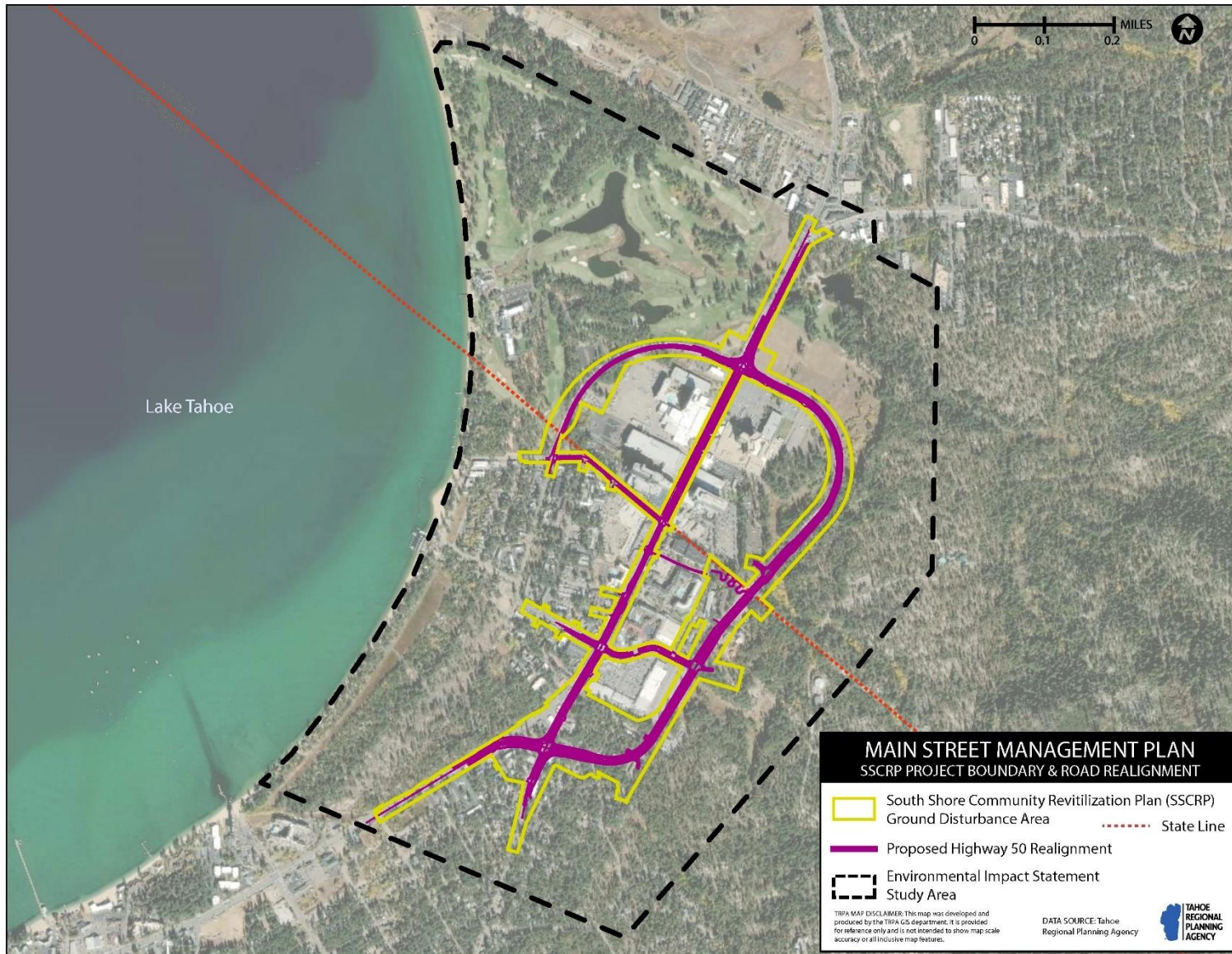


Figure 2. Approved Highway 50 Realignment, South Shore Community Revitalization Project EIS Boundary



The approved Highway 50 realignment leaves a .9-mile corridor from Lake Parkway to the intersection of highway 50 and Pioneer Trail.

Figure 3. Land Use

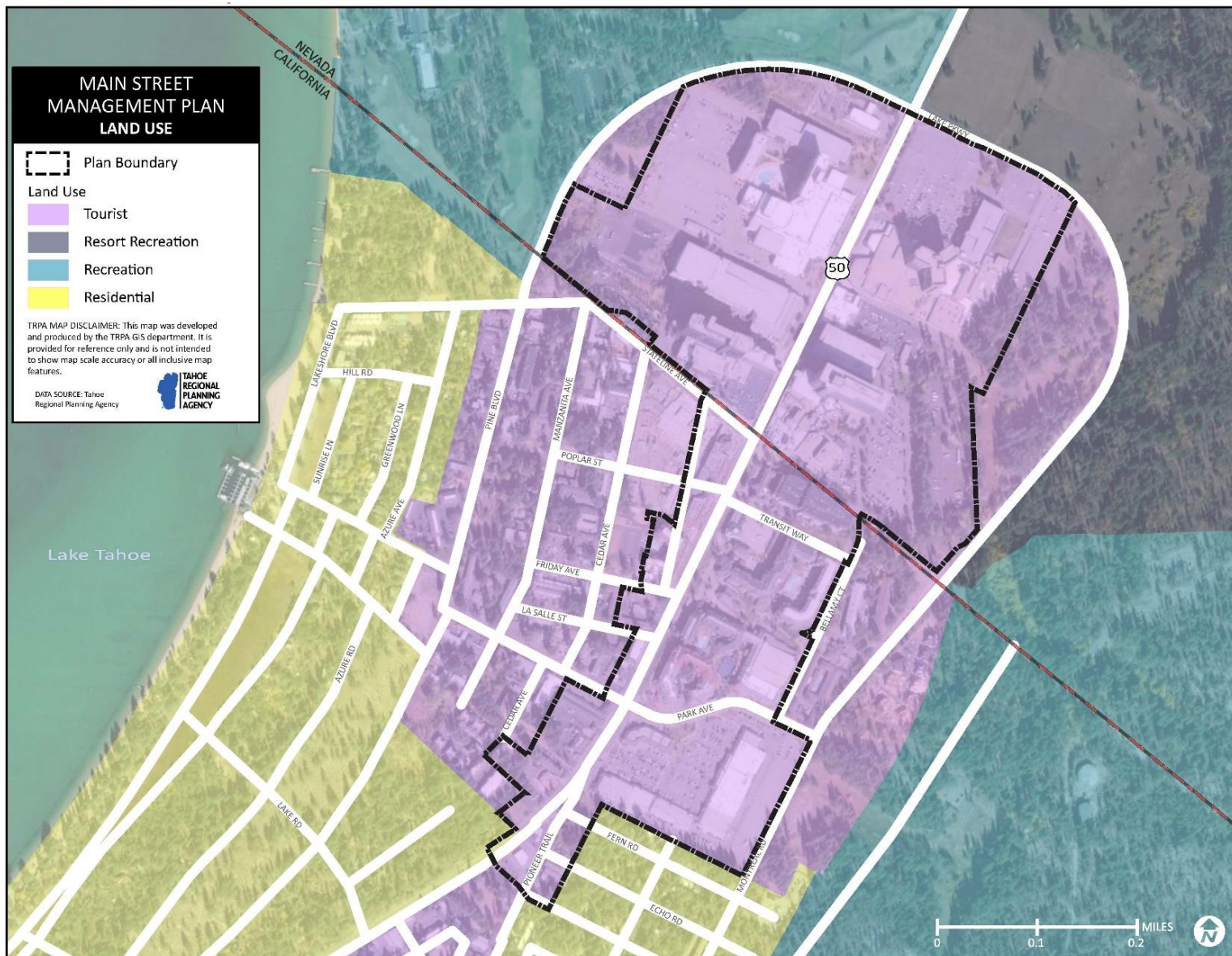
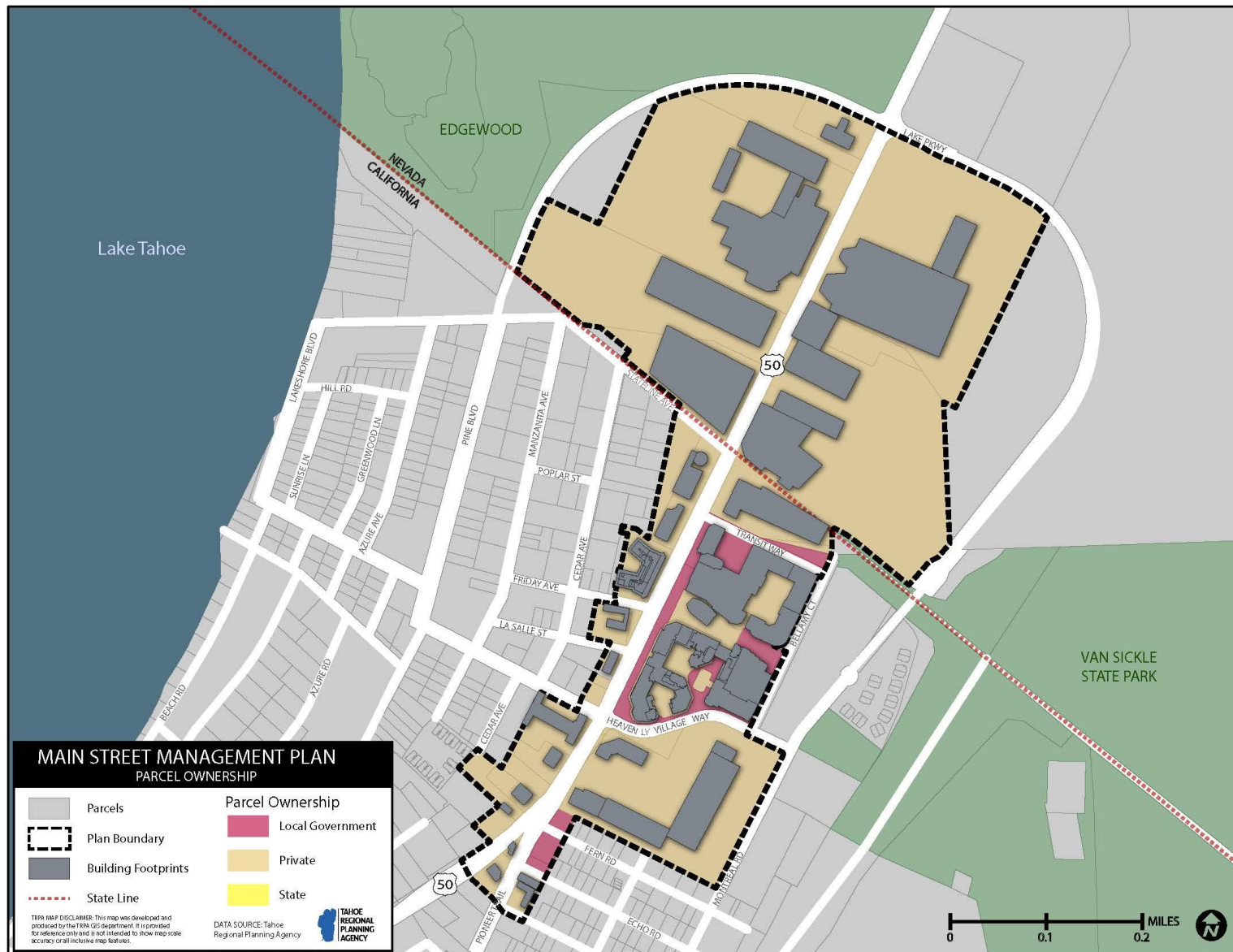


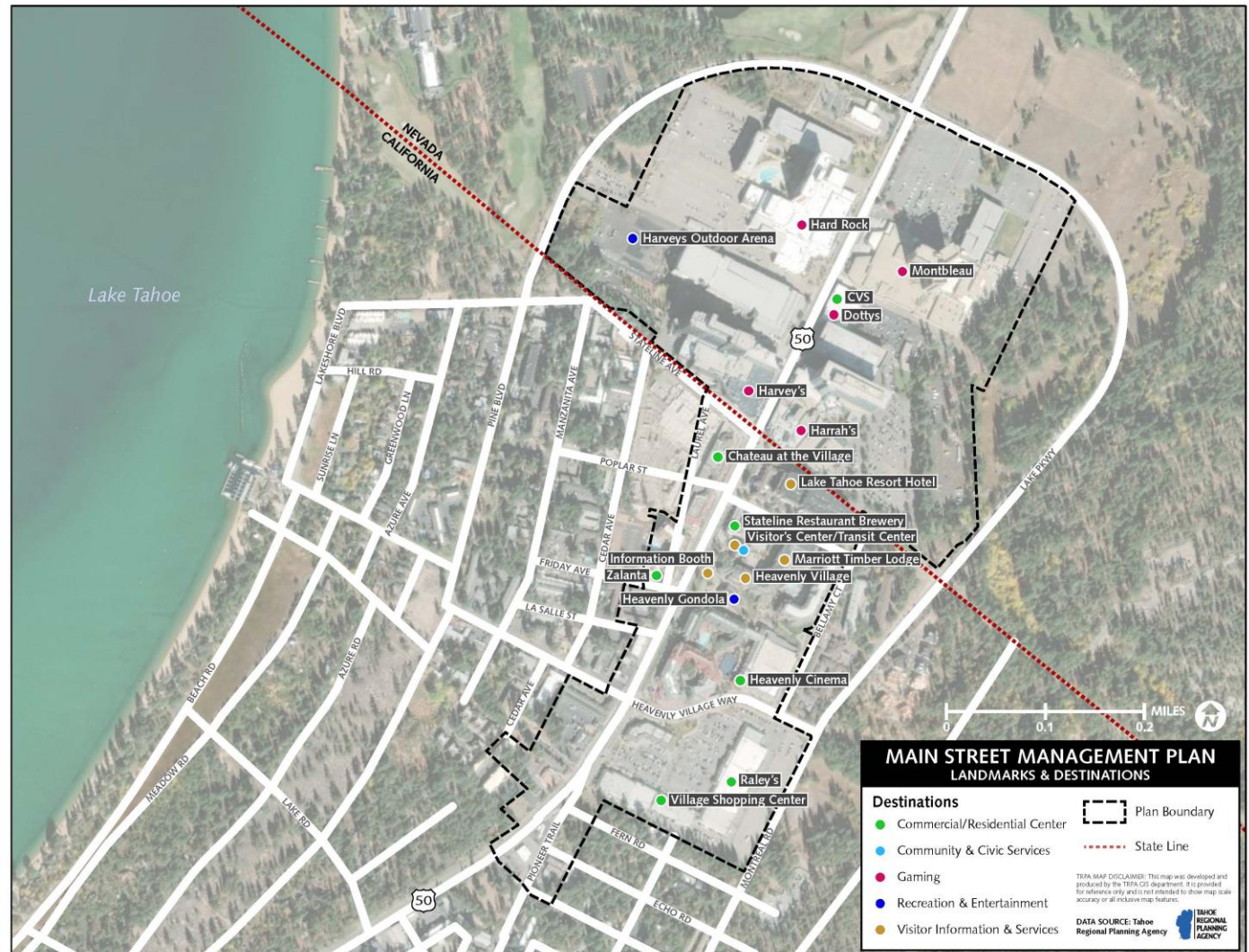
Figure 4. Parcel Ownership



Key Destinations²

The project team collected an initial list of key destinations within the project boundary for the wayfinding component of the MSMP. This list is shown in Figure 5. Additional detail on each potential destination is provided in the tables on the following pages.

Figure 5. Landmarks & Destinations



² Destinations in this list were interpreted as “key” by staff and will evolve with stakeholder and consultant input throughout the MSMP process.

Destination Types:

- Recreation & Entertainment
- Visitor Information & Services
- Community & Civic Services
- Gaming
- Commercial/Residential Center

Level of Attractor³:

- Level 1: Recognizable districts and neighborhoods including the casino core and heavenly village.
- Level 2: Specific landmarks or major attractions which generate a high volume of visitors.
- Level 3: Local destinations such as civic buildings and shopping centers.

Nevada Destinations

Destination	Destination Type	Level of Attractor	Season/Year-Round
Montbleau Casino	Gaming	2	Year-Round
Harrah's Casino	Gaming	2	Year-Round
Hard Rock Casino	Gaming	2	Year-Round
Dotty's Casino	Gaming	3	Year-Round
CVS	Commercial/Residential Center	3	Year-Round
Harveys Outdoor Arena	Recreation & Entertainment	2	Seasonal



Image 2: Existing directional signage in Heavenly Village

³ Level of attractor as interpreted by staff. This list will evolve with stakeholder and consultant input throughout the MSMP process.

California Destinations

Destination	Destination Type	Level of Attractor	Season/Year-Round
Raley's	Commercial/Residential Center	3	Year-Round
Explore Tahoe Visitors Center	Visitor Information & Services	3	Year-Round
Transit Center	Community & Civic Services	2	Year-Round
Zalanta	Commercial/Residential Center	3	
Marriott Timber Lodge	Visitor Information & Services	3	Year-Round
Marriott Grand Residence	Visitor Information & Services	3	Year-Round
Heavenly Gondola	Recreation & Entertainment	2	Seasonal
Lake Tahoe Resort Hotel	Visitor Information & Services	3	Year-Round
Chateau at the Village	Commercial/Residential Center	3	Year-Round
Stateline Restaurant/Brewery	Commercial/Residential Center	3	Year-Round
Heavenly Cinema	Commercial/Residential Center	3	Year-Round
Heavenly Village	Commercial/Residential Center	1	Year-Round

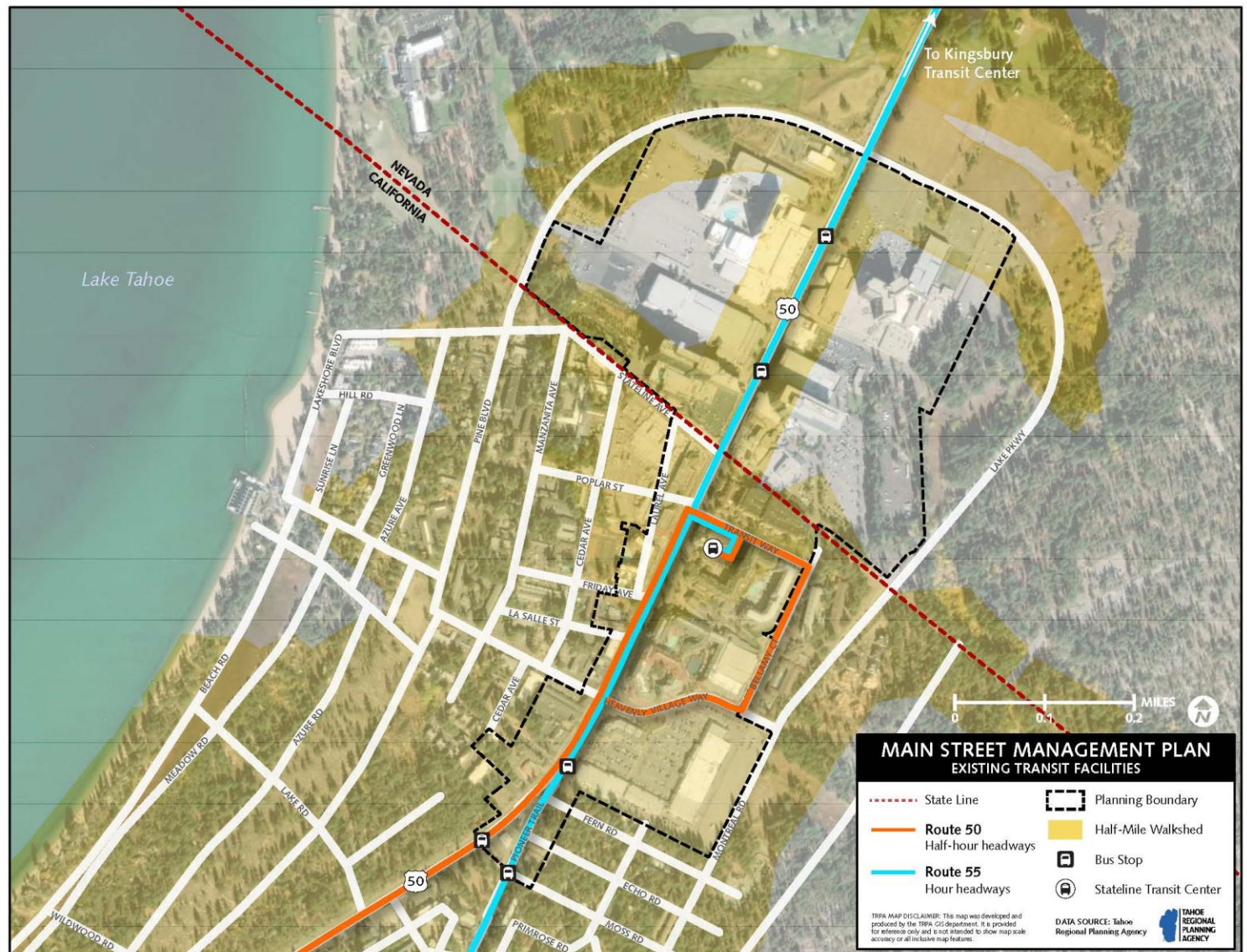


Image 3: Existing information booth in Heavenly Village

Transit & Half Mile Walkshed

Figure 6 shows existing transit and bus stops along Highway 50 and Pioneer Trail as well as a walkability analysis of the corridor. The layer in yellow shows the area of the MSMP corridor and beyond that can be reached within ½ mile of Highway 50.

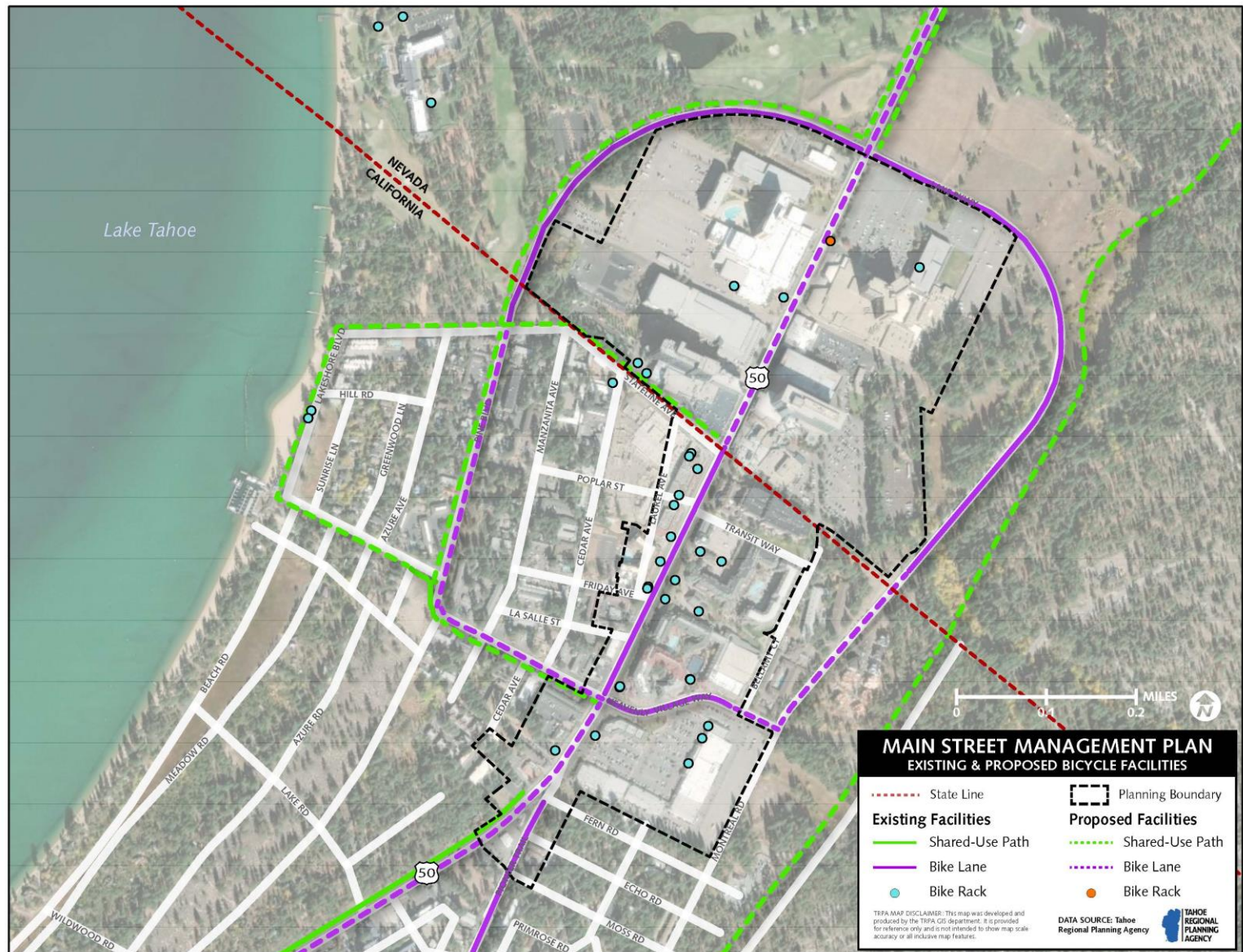
Figure 6. Walkability & Existing Transit Facilities



Active Transportation

Proposed facilities are from the 2018 Active Transportation Plan amendment. These facilities were approved prior to the Main Street Management Plan and should be regularly reevaluated.

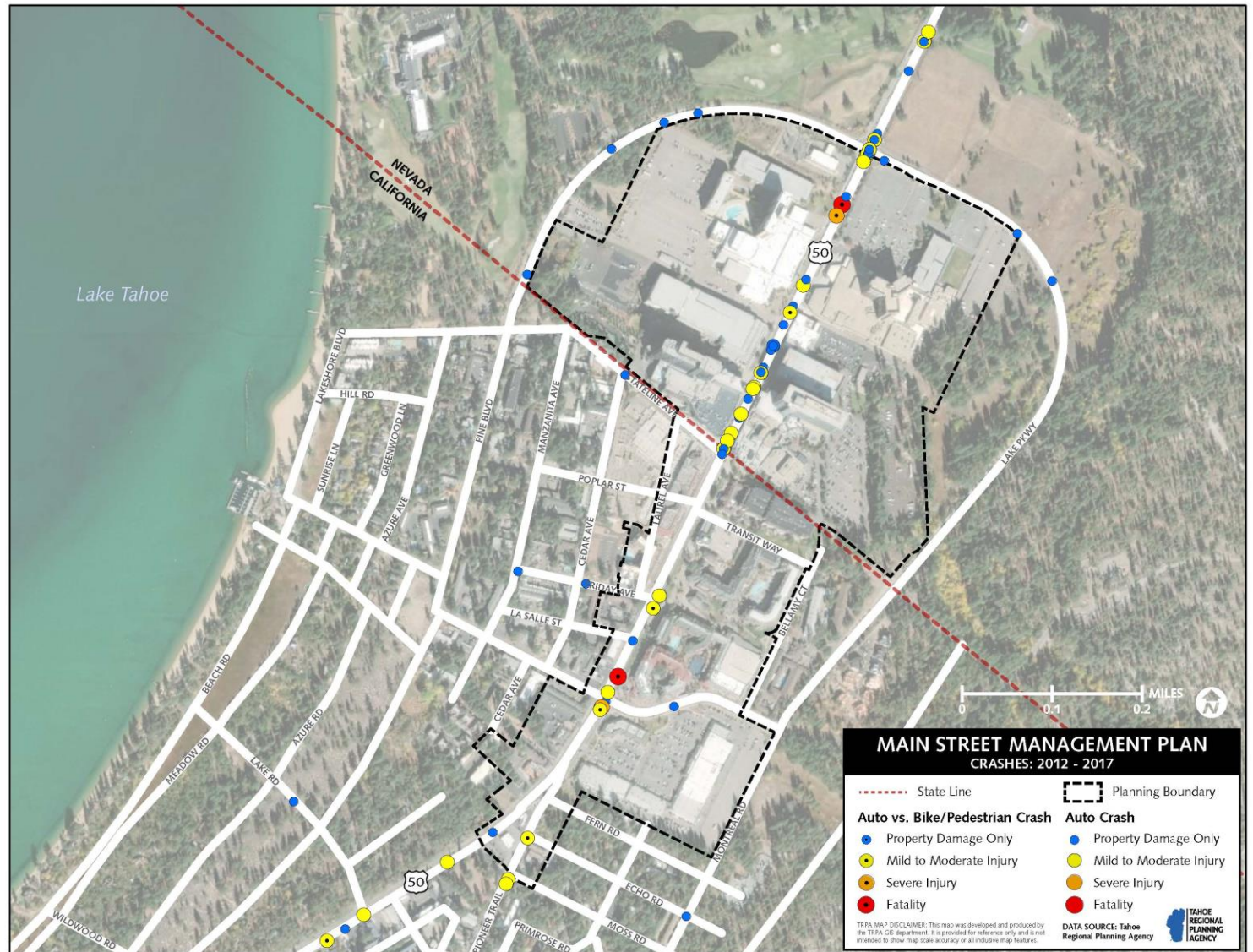
Figure 7. Existing & Proposed Bicycle Facilities



Corridor Safety

Figure 8 shows auto, bike and pedestrian crashes near the MSMP corridor between 2012 and 2017. Auto crashes involve only automobiles, i.e. a “fender-bender” or a car hitting a street sign, while auto versus bike/pedestrian crashes include any conflict between an automobile and a bicycle or an automobile and a pedestrian.

Figure 8. Auto, Bike & Pedestrian Crashes



Bike Share Activity

Figure 9 shows bike and scooter trip density. This data was collected from LimeBike during May – September 2018.

Figure 9. Lime Bike Activity



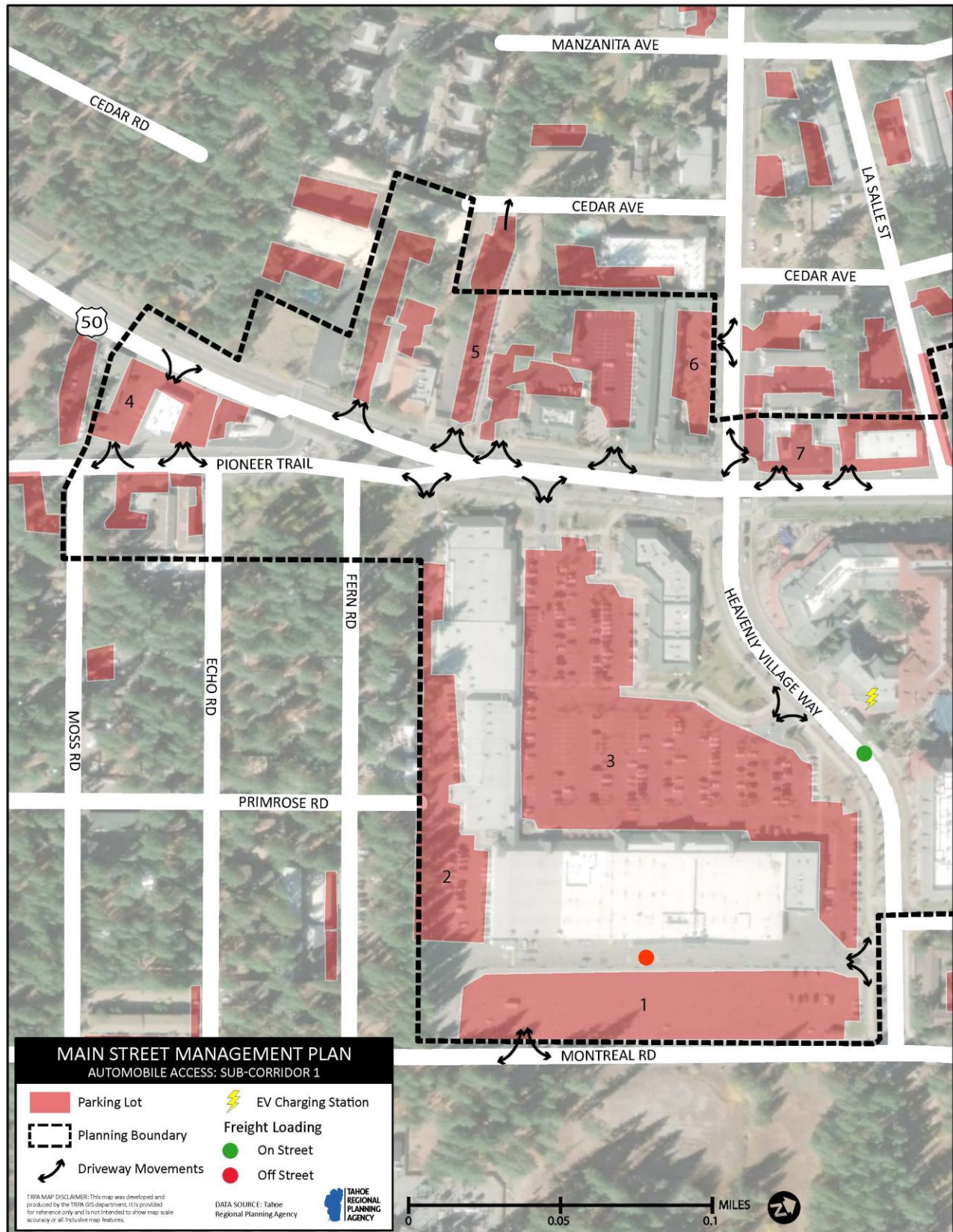
Sub-Corridor Auto & Parking Access Maps

As noted in the 2011 South Shore Vision Plan, development has been influenced by and clustered around Highway 50 as well as the Nevada/California state line. This has resulted in large impervious parking areas along the MSMP corridor and beyond. In order to understand automobile access to the various parking areas within the corridor, this analysis breaks down the MSMP corridor into three sub-corridors. The following three sub-corridor maps include parking areas, driveway access, and on-street/off-street loading areas. Each parking area is labeled with a number which corresponds to both Figure 13 on page 26 and site photos taken in February 2019.



Image 4: Montbleu parking lot looking southwest

Figure 10. Auto Access, Sub-Corridor #1



1. Parking Behind Raley's



2. Parking Behind Village Shopping Center



3. Raley's/Village Shopping Center Parking



4. Liquor/Alpaca Store Parking



5. Applebee's Parking



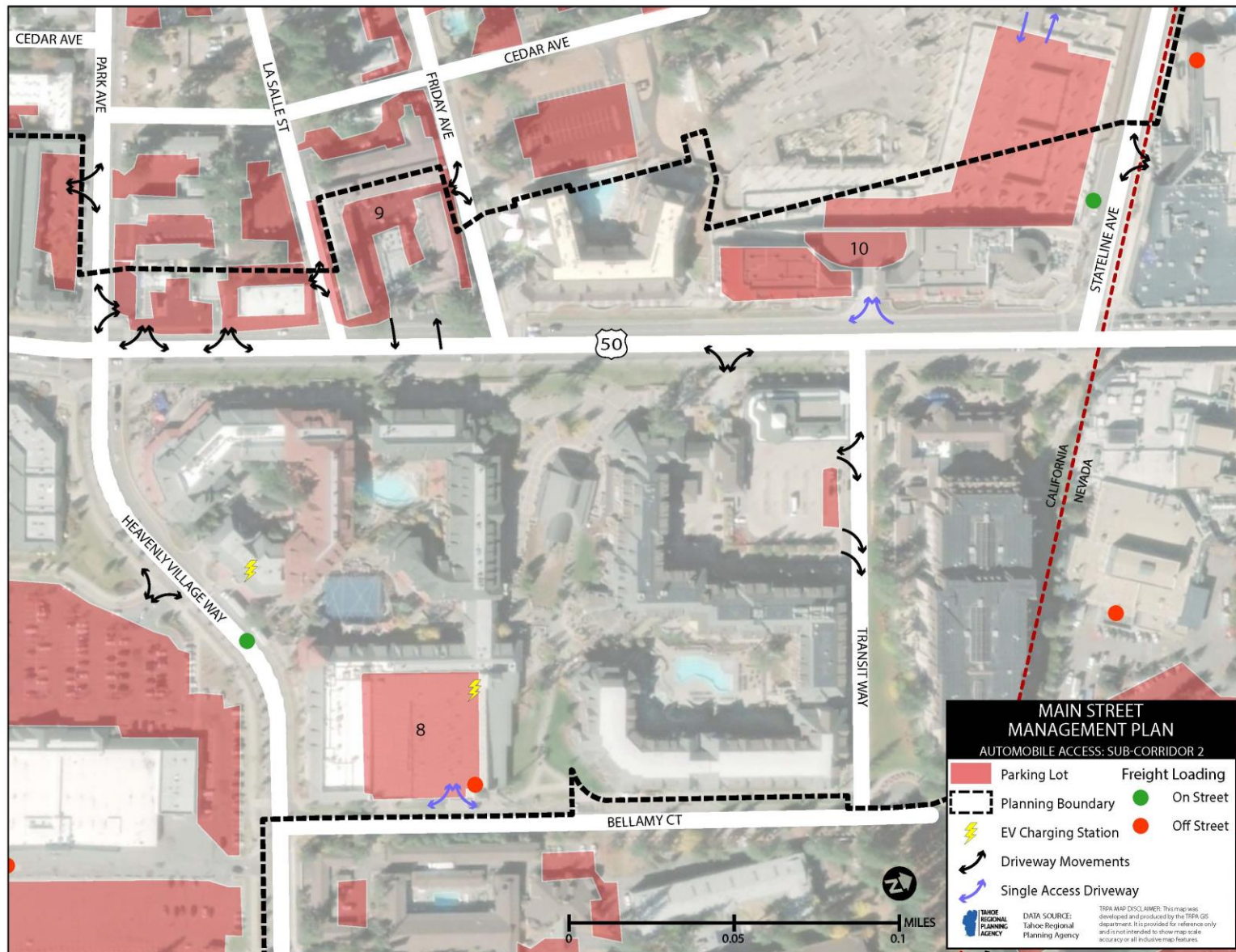
6. Hotel Becket/Ten Crows BBQ



7. Tahoe Toms



Figure 11. Auto Access, Sub-Corridor #2



8. Bellamy Ct. Parking Garage



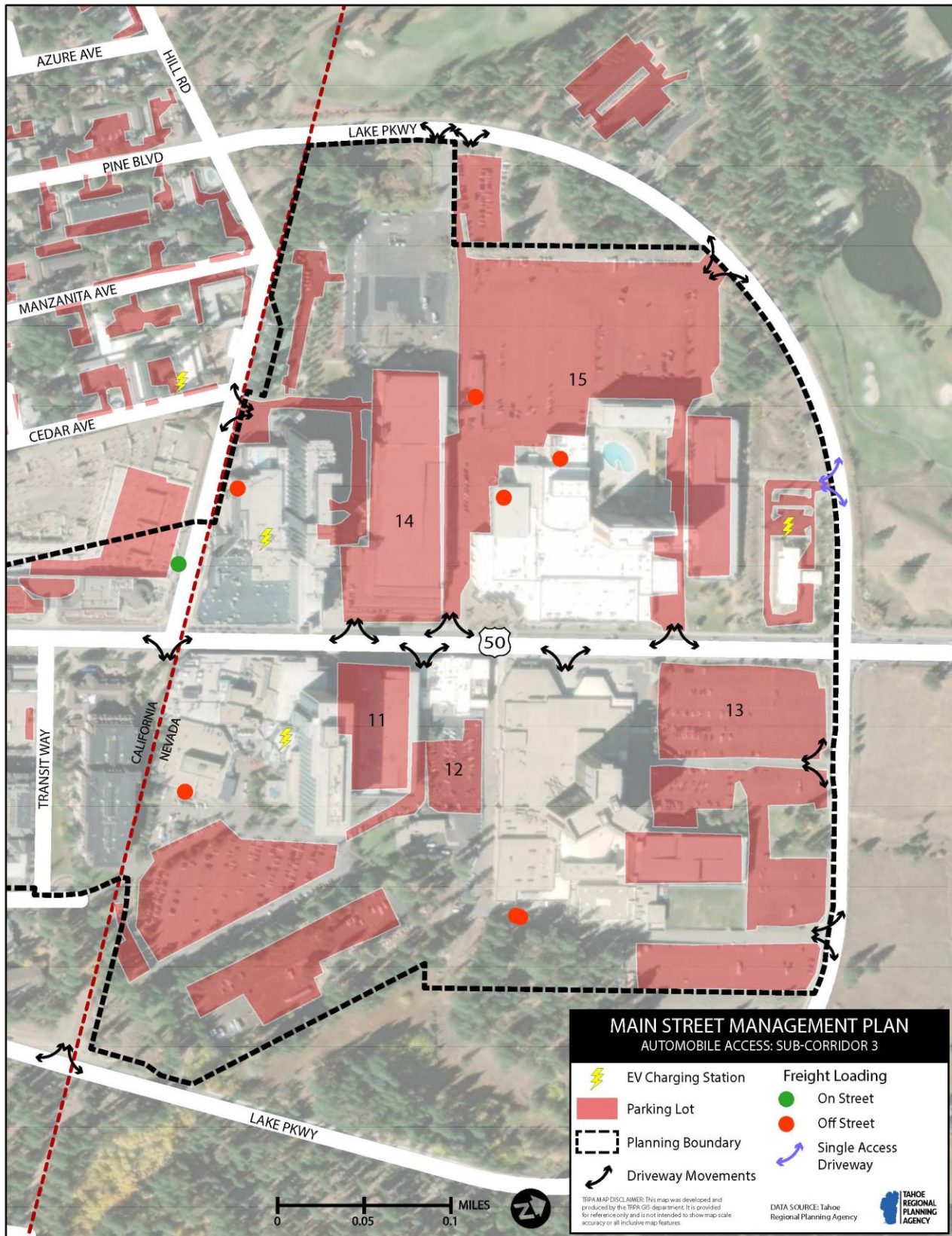
9. Stardust Hotel



10. Chateau at the Village Paid Parking



Figure 12. Auto Access, Sub-Corridor #3



11. Harrah's Parking



**12. Lucky Beaver,
Lake Tahoe
Aleworx Parking**



13. Montbleau Parking



14. Harveys Parking



15. Hard Rock Parking



Parking Inventory

TRPA staff compiled an estimated inventory of parking capacities using a combination of aerial imagery and observed field counts. Figure 13 includes the number of parking spaces and access type for each parking lot. Parking lots identified as “restricted” are reserved for patrons of a specific establishment.

Figure 13. Parking Capacities & Access

Sub-Corridor Map	Parking Lot ID	Capacity (# of spaces)	Public/Paid/Restricted
1	1	190	Public, Paid
	2	110	Restricted
	3	393	Restricted
	4	41	Restricted
	5	45	Restricted
	6	19	Restricted
	7	25	Restricted
2	8	103	Public, Paid
	9	56	Restricted
	10	224	Public, Paid
3	11	189	Public, Paid
	12	83	Public
	13	927	Public*
	14	457	Public, Paid
	15	1198	Public

*Paid parking during high volume events